

Illinois State Fair **FEEDING FRENZY**



Discounted
Happy Hour Pricing
AUGUST 7 – 17
WEEKDAYS | 2PM-5PM

Business: _____ Location(s): _____

Name: _____

Product: _____

Phone: _____ Email: _____

- Vendors can choose 1-3 items to sell at a 20% discount between the hours of 2pm – 5pm weekdays during the Fair.
- Vendors who only sell beverages or one product can still participate.
- The promotion will be announced to the public with the theme of Jaws playing over the sound system at the start and end of the promotion.

All participating Feeding Frenzy partners will have:

- Special signage on all ISF Information Booths, identifying the participant and their offered items.
- Daily PA announcements naming the individual participating vendors.
- Concession name, location and items listed on ISF website & ISF phone app.
- Radio Stations and social media will be promoting the “Feeding Frenzy” including live broadcasts from the Fairgrounds.
- Participating Vendor signage to display at your stand with room to write the product you are offering.
- Last date to sign up and have your business name included in the promotion is August 1st.

This is a unique opportunity to attract additional business to your location.